

Rep Order# 9803220  
EC'd No

Ver# 3 Status Revised

Traffic Order#

Printed: 09/04/2012 2:06 PM  
Last Received: 09/04/2012 12:47 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 6

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1563  
Buyer Media Placement  
Phone#  
Fax#

54476  
Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1563  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-CHANGES OK. PLS CNF

| LT  | Ln  | Day | Time    | Program                          | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---     | -----                            | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | *1  | TU  | 5A-530A | GD MRN CINN@5                    | :30 | \$725.00   | 10/02-10/02 | 1 P2       | 1          | 1           | \$725.00   |         |
|     |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|     | *2  | M   | 5A-530A | GD MRN CINN@5                    | :30 | \$725.00   | 10/08-10/08 | 0          | 0          | 0           | \$0.00     |         |
|     |     |     |         | Sales Remark: V3 1X CX           |     |            |             |            |            |             |            |         |
|     |     |     |         | V3 More than 2 codes changed     |     |            |             |            |            |             |            |         |
|     | *3  | TH  | 530A-6A | GD MRN CIN@530                   | :30 | \$850.00   | 10/04-10/04 | 1 P2       | 1          | 1           | \$850.00   |         |
|     |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|     | *4  | W   | 6A-630A | GD MRN CINN@6                    | :30 | \$1,000.00 | 10/03-10/03 | 1 P2       | 1          | 1           | \$1,000.00 |         |
|     |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|     | *5  | F   | 6A-630A | GD MRN CINN@6                    | :30 | \$1,000.00 | 10/05-10/05 | 1          | 1          | 1           | \$1,000.00 |         |
|     |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|     | *6  | TU  | 630A-7A | GD MRN CINN@6                    | :30 | \$1,000.00 | 10/02-10/02 | 1          | 1          | 1           | \$1,000.00 |         |
|     |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |

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1322 G ST SE  
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Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

| LT | Ln  | Day | Time    | Program                          | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|-----|---------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | *7  | M   | 630A-7A | GD MRN CINN@6                    | :30 | \$1,000.00 | 10/08-10/08 | 1          | P2 1       | 1           | \$1,000.00 |         |
|    |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *8  | W   | 7A-730A | CBS THS MRNG-1                   | :30 | \$700.00   | 10/03-10/03 | 1          | P2 1       | 1           | \$700.00   |         |
|    |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *9  | F   | 7A-730A | CBS THS MRNG-1                   | :30 | \$700.00   | 10/05-10/05 | 1          | 1          | 1           | \$700.00   |         |
|    |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *10 | TU  | 730A-8A | CBS THS MRNG-2                   | :30 | \$700.00   | 10/02-10/02 | 1          | 1          | 1           | \$700.00   |         |
|    |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *11 | TH  | 730A-8A | CBS THS MRNG-2                   | :30 | \$700.00   | 10/04-10/04 | 1          | 1          | 1           | \$700.00   |         |
|    |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *12 | TU  | 830A-9A | CBS THS MRNG-2                   | :30 | \$700.00   | 10/02-10/02 | 1          | 1          | 1           | \$700.00   |         |
|    |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *13 | W   | 9A-10A  | DOCTORS                          | :30 | \$450.00   | 10/03-10/03 | 1          | P2 1       | 1           | \$450.00   |         |
|    |     |     |         | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |         | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *14 | TH  | 10A-11A | ANDERSON                         | :30 | \$450.00   | 10/04-10/04 | 0          | 0          | 0           | \$0.00     |         |
|    |     |     |         | Sales Remark: V3 1X CX           |     |            |             |            |            |             |            |         |
|    |     |     |         | V3 More than 2 codes changed     |     |            |             |            |            |             |            |         |

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Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

| LT  | Ln  | Day | Time       | Program                          | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|------------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---        | -----                            | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | *15 | M   | 10A-11A    | ANDERSON                         | :30 | \$450.00   | 10/08-10/08 | 1 P2       | 1          | 1           | \$450.00   |         |
|     |     |     |            | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |            | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|     | *16 | F   | 11A-12P    | PRICE-RT 1-CBS/PRICE-RT 2-CBS    | :30 | \$2,000.00 | 10/05-10/05 | 0          | 0          | 0           | \$0.00     |         |
|     |     |     |            | Sales Remark: V3 1X CX           |     |            |             |            |            |             |            |         |
|     |     |     |            | V3 More than 2 codes changed     |     |            |             |            |            |             |            |         |
|     | *17 | TH  | 12P-1230P  | LOCAL12 NWS-NN                   | :30 | \$1,600.00 | 10/04-10/04 | 0          | 0          | 0           | \$0.00     |         |
|     |     |     |            | Sales Remark: V3 1X CX           |     |            |             |            |            |             |            |         |
|     |     |     |            | V3 More than 2 codes changed     |     |            |             |            |            |             |            |         |
|     | *18 | M   | 12P-1230P  | LOCAL12 NWS-NN                   | :30 | \$1,600.00 | 10/08-10/08 | 1 P1       | 1          | 1           | \$1,600.00 |         |
|     |     |     |            | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |            | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|     | *19 | F   | 1230P-130P | YOUNG&RESTLESS                   | :30 | \$900.00   | 10/05-10/05 | 1 P2       | 1          | 1           | \$900.00   |         |
|     |     |     |            | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |            | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|     | *20 | M   | 130P-2P    | BOLD&BEAUTIFUL                   | :30 | \$800.00   | 10/08-10/08 | 1 P2       | 1          | 1           | \$800.00   |         |
|     |     |     |            | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |            | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|     | *21 | TU  | 2P-3P      | TALK-CBS                         | :30 | \$650.00   | 10/02-10/02 | 1 P2       | 1          | 1           | \$650.00   |         |
|     |     |     |            | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |            | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|     | *22 | W   | 3P-4P      | LETS-DEAL1-CBS/LETS-DEAL2-CBS    | :30 | \$650.00   | 10/03-10/03 | 1 P2       | 1          | 1           | \$650.00   |         |
|     |     |     |            | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|     |     |     |            | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |

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Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

| LT  | Ln  | Day   | Time          | Program                          | Len  | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|---------------|----------------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | -----         | -----                            | ---- | -----      | -----       | -----      | -----      | -----       | -----      | -----   |
|     | *23 | M     | 4P-430P       | LOCAL12 NEWS-4                   | :30  | \$1,500.00 | 10/08-10/08 | 0          | 0          | 0           | \$0.00     |         |
|     |     |       | Sales Remark: | V3 1X CX                         |      |            |             |            |            |             |            |         |
|     |     |       |               | V3 More than 2 codes changed     |      |            |             |            |            |             |            |         |
|     | *24 | TH    | 5P-530P       | LOCAL12 NEWS-5                   | :30  | \$1,600.00 | 10/04-10/04 | 1          | P2 1       | 1           | \$1,600.00 |         |
|     |     |       | Sales Remark: | V3 RTE CHG                       |      |            |             |            |            |             |            |         |
|     |     |       |               | V3 Comment Changed, Rate Changed |      |            |             |            |            |             |            |         |
|     | *25 | M     | 530P-6P       | LOCAL12 NW-530                   | :30  | \$1,800.00 | 10/08-10/08 | 1          | P1 1       | 1           | \$1,800.00 |         |
|     |     |       | Sales Remark: | V3 RTE CHG                       |      |            |             |            |            |             |            |         |
|     |     |       |               | V3 Comment Changed, Rate Changed |      |            |             |            |            |             |            |         |
|     | *26 | F     | 6P-630P       | LOCAL12 NEWS-6                   | :30  | \$2,000.00 | 10/05-10/05 | 1          | P2 1       | 1           | \$2,000.00 |         |
|     |     |       | Sales Remark: | V3 RTE CHG                       |      |            |             |            |            |             |            |         |
|     |     |       |               | V3 Comment Changed, Rate Changed |      |            |             |            |            |             |            |         |
|     | *27 | W     | 7P-730P       | INSIDE EDITION<                  | :30  | \$1,400.00 | 10/03-10/03 | 1          | P2 1       | 1           | \$1,400.00 |         |
|     |     |       | Sales Remark: | V3 RTE CHG                       |      |            |             |            |            |             |            |         |
|     |     |       |               | V3 Comment Changed, Rate Changed |      |            |             |            |            |             |            |         |
|     | *28 | TH    | 730P-8P       | ENT TONIGHT 30<                  | :30  | \$1,400.00 | 10/04-10/04 | 1          | P3 1       | 1           | \$1,400.00 |         |
|     |     |       | Sales Remark: | V3 RTE CHG                       |      |            |             |            |            |             |            |         |
|     |     |       |               | V3 Comment Changed, Rate Changed |      |            |             |            |            |             |            |         |
|     | *29 | M     | 1135P-1235A   | D LETTRMAN-CBS<                  | :30  | \$850.00   | 10/08-10/08 | 1          | P2 1       | 1           | \$850.00   |         |
|     |     |       | Sales Remark: | V3 RTE CHG                       |      |            |             |            |            |             |            |         |
|     |     |       |               | V3 Comment Changed, Rate Changed |      |            |             |            |            |             |            |         |
|     | *30 | F     | 1235A-135A    | LT-FERGUSN-CBS<                  | :30  | \$350.00   | 10/05-10/05 | 1          | P2 1       | 1           | \$350.00   |         |
|     |     |       | Sales Remark: | V3 RTE CHG                       |      |            |             |            |            |             |            |         |
|     |     |       |               | V3 Comment Changed, Rate Changed |      |            |             |            |            |             |            |         |

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Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

| LT | Ln  | Day | Time      | Program                          | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|-----|-----------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | *33 | SA  | 7A-730A   | LOCAL12NW-SA 7                   | :30 | \$700.00   | 10/06-10/06 | 1 P1       | 1          | 1           | \$700.00   |         |
|    |     |     |           | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |           | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *34 | SA  | 730A-8A   | LOCAL12NW-SA 7                   | :30 | \$700.00   | 10/06-10/06 | 1          | 1          | 1           | \$700.00   |         |
|    |     |     |           | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |           | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *35 | SA  | 105A-205A | CLOSER<                          | :30 | \$325.00   | 10/06-10/06 | 1 P1       | 1          | 1           | \$325.00   |         |
|    |     |     |           | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |           | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *36 | SU  | 11A-1130A | NEWSMAKERS                       | :30 | \$800.00   | 10/07-10/07 | 1 P2       | 1          | 1           | \$800.00   |         |
|    |     |     |           | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |           | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |
|    | *37 | SU  | 630P-7P   | LOCAL12-630 SJ                   | :30 | \$1,000.00 | 10/07-10/07 | 1 P2       | 1          | 1           | \$1,000.00 |         |
|    |     |     |           | Sales Remark: V3 RTE CHG         |     |            |             |            |            |             |            |         |
|    |     |     |           | V3 Comment Changed, Rate Changed |     |            |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 30 / \$27,500.00

---SALES MONTHLY TOTALS---

Oct 12: 32 / \$28,000.00  
Sales Totals: 32 / \$28,000.00  
Station Totals: 32 / \$28,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |      |     |      |     |      |    |      |     |      |     |
|---------------|-----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$100,000 | CABL | 0%  | EKRC | 5%  | UNKN | 0% | WBQC | 0%  | WCPC | 23% |
|               |           | WKRC | 28% | WLWT | 24% | WSTR | 4% | WXIX | 16% |      |     |

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Books null  
Demos RA35+

Rep Order# 9803220 Ver# 1 Status New  
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NEW ORDER. PLS CHCK AND CNF. T&R

| LT  | Ln  | Day   | Time    | Program        | Len  | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|---------|----------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | -----   | -----          | ---- | -----    | -----       | -----      | -----      | -----       | -----      | -----   |
|     | 1   | TU    | 5A-530A | GD MRN CINN@5  | :30  | \$550.00 | 10/02-10/02 | 1          | 1          | 1           | \$550.00   |         |
|     | 2   | M     | 5A-530A | GD MRN CINN@5  | :30  | \$550.00 | 10/08-10/08 | 1          | 1          | 1           | \$550.00   |         |
|     | 3   | TH    | 530A-6A | GD MRN CIN@530 | :30  | \$750.00 | 10/04-10/04 | 1          | 1          | 1           | \$750.00   |         |
|     | 4   | W     | 6A-630A | GD MRN CINN@6  | :30  | \$850.00 | 10/03-10/03 | 1          | 1          | 1           | \$850.00   |         |
|     | 5   | F     | 6A-630A | GD MRN CINN@6  | :30  | \$850.00 | 10/05-10/05 | 1          | 1          | 1           | \$850.00   |         |
|     | 6   | TU    | 630A-7A | GD MRN CINN@6  | :30  | \$850.00 | 10/02-10/02 | 1          | 1          | 1           | \$850.00   |         |
|     | 7   | M     | 630A-7A | GD MRN CINN@6  | :30  | \$850.00 | 10/08-10/08 | 1          | 1          | 1           | \$850.00   |         |
|     | 8   | W     | 7A-730A | CBS THS MRNG-1 | :30  | \$550.00 | 10/03-10/03 | 1          | 1          | 1           | \$550.00   |         |
|     | 9   | F     | 7A-730A | CBS THS MRNG-1 | :30  | \$550.00 | 10/05-10/05 | 1          | 1          | 1           | \$550.00   |         |
|     | 10  | TU    | 730A-8A | CBS THS MRNG-2 | :30  | \$550.00 | 10/02-10/02 | 1          | 1          | 1           | \$550.00   |         |
|     | 11  | TH    | 730A-8A | CBS THS MRNG-2 | :30  | \$550.00 | 10/04-10/04 | 1          | 1          | 1           | \$550.00   |         |

Rep Order# 9803220 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM  
Last Received: 08/23/2012 5:28 PM  
Showing Buylines: All Lines

2 of 4

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1563  
Buyer Media Placement  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1563  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

| LT  | Ln  | Day   | Time       | Program                       | Len   | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|------------|-------------------------------|-------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | -----      | -----                         | ----- | -----      | -----       | -----      | -----      | -----       | -----      | -----   |
|     | 12  | TU    | 830A-9A    | CBS THS MRNG-2                | :30   | \$550.00   | 10/02-10/02 | 1          | 1          | 1           | \$550.00   |         |
|     | 13  | W     | 9A-10A     | DOCTORS                       | :30   | \$375.00   | 10/03-10/03 | 1          | 1          | 1           | \$375.00   |         |
|     | 14  | TH    | 10A-11A    | ANDERSON                      | :30   | \$375.00   | 10/04-10/04 | 1          | 1          | 1           | \$375.00   |         |
|     | 15  | M     | 10A-11A    | ANDERSON                      | :30   | \$375.00   | 10/08-10/08 | 1          | 1          | 1           | \$375.00   |         |
|     | 16  | F     | 11A-12P    | PRICE-RT 1-CBS/PRICE-RT 2-CBS | :30   | \$1,600.00 | 10/05-10/05 | 1          | 1          | 1           | \$1,600.00 |         |
|     | 17  | TH    | 12P-1230P  | LOCAL12 NWS-NN                | :30   | \$1,200.00 | 10/04-10/04 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 18  | M     | 12P-1230P  | LOCAL12 NWS-NN                | :30   | \$1,200.00 | 10/08-10/08 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 19  | F     | 1230P-130P | YOUNG&RESTLESS                | :30   | \$800.00   | 10/05-10/05 | 1          | 1          | 1           | \$800.00   |         |
|     | 20  | M     | 130P-2P    | BOLD&BEAUTIFUL                | :30   | \$650.00   | 10/08-10/08 | 1          | 1          | 1           | \$650.00   |         |
|     | 21  | TU    | 2P-3P      | TALK-CBS                      | :30   | \$550.00   | 10/02-10/02 | 1          | 1          | 1           | \$550.00   |         |
|     | 22  | W     | 3P-4P      | LETS-DEAL1-CBS/LETS-DEAL2-CBS | :30   | \$500.00   | 10/03-10/03 | 1          | 1          | 1           | \$500.00   |         |
|     | 23  | M     | 4P-430P    | LOCAL12 NEWS-4                | :30   | \$1,200.00 | 10/08-10/08 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 24  | TH    | 5P-530P    | LOCAL12 NEWS-5                | :30   | \$1,300.00 | 10/04-10/04 | 1          | 1          | 1           | \$1,300.00 |         |
|     | 25  | M     | 530P-6P    | LOCAL12 NW-530                | :30   | \$1,500.00 | 10/08-10/08 | 1          | 1          | 1           | \$1,500.00 |         |
|     | 26  | F     | 6P-630P    | LOCAL12 NEWS-6                | :30   | \$1,700.00 | 10/05-10/05 | 1          | 1          | 1           | \$1,700.00 |         |
|     | 27  | W     | 7P-730P    | INSIDE EDITION<               | :30   | \$1,100.00 | 10/03-10/03 | 1          | 1          | 1           | \$1,100.00 |         |



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3 of 4

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1563  
Buyer Media Placement  
Phone#  
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Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1563  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

| LT  | Ln  | Day | Time        | Program         | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|-----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---         | -----           | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 28  | TH  | 730P-8P     | ENT TONIGHT 30< | :30 | \$1,200.00 | 10/04-10/04 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 29  | M   | 1135P-1235A | D LETTRMAN-CBS< | :30 | \$750.00   | 10/08-10/08 | 1          | 1          | 1           | \$750.00   |         |
|     | 30  | F   | 1235A-135A  | LT-FERGUSN-CBS< | :30 | \$275.00   | 10/05-10/05 | 1          | 1          | 1           | \$275.00   |         |
|     | 31  | W   | 430A-5A     | GD MRN CIN@430  | :30 | \$250.00   | 10/03-10/03 | 1 P1       | 1          | 1           | \$250.00   |         |
|     | 32  | M   | 430A-5A     | GD MRN CIN@430  | :30 | \$250.00   | 10/08-10/08 | 1 P1       | 1          | 1           | \$250.00   |         |
|     | 33  | SA  | 7A-730A     | LOCAL12NW-SA /  | :30 | \$500.00   | 10/06-10/06 | 1          | 1          | 1           | \$500.00   |         |
|     | 34  | SA  | 730A-8A     | LOCAL12NW-SA 7  | :30 | \$500.00   | 10/06-10/06 | 1          | 1          | 1           | \$500.00   |         |
|     | 35  | SA  | 105A-205A   | CLOSER<         | :30 | \$250.00   | 10/06-10/06 | 1          | 1          | 1           | \$250.00   |         |
|     | 36  | SU  | 11A-1130A   | NEWSMAKERS      | :30 | \$650.00   | 10/07-10/07 | 1          | 1          | 1           | \$650.00   |         |
|     | 37  | SU  | 630P-7P     | LOCAL12-630 SJ  | :30 | \$950.00   | 10/07-10/07 | 1          | 1          | 1           | \$950.00   |         |

---REPORT TOTALS---

Report Totals: 37 / \$28,000.00

---SALES MONTHLY TOTALS---

Oct 12: 37 / \$28,000.00

Sales Totals: 37 / \$28,000.00

Station Totals: 37 / \$28,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

Rep Order# 9803220 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM  
Last Received: 08/23/2012 5:28 PM  
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4 of 4

Station WKRC-TV CINCINNATI, OH  
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Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---COMPETITIVE---

|               |           |      |     |      |     |      |    |      |     |      |     |
|---------------|-----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$100,000 | CABL | 0%  | EKRC | 5%  | UNKN | 0% | WBQC | 0%  | WCPO | 23% |
|               |           | WKRC | 28% | WLWT | 24% | WSTR | 4% | WXIX | 16% |      |     |

Books null  
Demos RA35+

# Spot Manager: All, 10/02/12-10/08/12

| Date                              | Weekday   | Air Time | Length | Rate       | Ad-ID | Inv. Code (Booked)                           | Time Period               | Order Product Descripti | Estimate # | Priority | Spot # | AE     |
|-----------------------------------|-----------|----------|--------|------------|-------|--|---------------------------|-------------------------|------------|----------|--------|--------|
| Advertiser: Priorities USA Action |           |          |        |            |       |  |                           |                         |            |          |        |        |
| Agency: Mundy Katowitz Media      |           |          |        |            |       |  |                           |                         |            |          |        |        |
| Station: WKRC-TV                  |           |          |        |            |       |  |                           |                         |            |          |        |        |
| Order: 54476                      |           |          |        |            |       |  |                           |                         |            |          |        |        |
| Line: 1                           |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/02/12                          | Tuesday   |          | :30    | \$725.00   |       | 5a Good Morn Cincinna (5:00:00 AM-5:30:00 AM | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$725.00   |       |  |                           |                         |            |          | 1      |        |
| Line: 2                           |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/04/12                          | Thursday  |          | :30    | \$850.00   |       | 5a Good Morn Cincinna (5:30:00 AM-6:00:00 AM | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$850.00   |       |  |                           |                         |            |          | 1      |        |
| Line: 3                           |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/03/12                          | Wednesday |          | :30    | \$1,000.00 |       | 6a Good Morn Cincinna (6:00:00 AM-6:30:00 AM | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$1,000.00 |       |  |                           |                         |            |          | 1      |        |
| Line: 4                           |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/05/12                          | Friday    |          | :30    | \$1,000.00 |       | 6a Good Morn Cincinna (6:00:00 AM-6:30:00 AM | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$1,000.00 |       |  |                           |                         |            |          | 1      |        |
| Line: 5                           |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/02/12                          | Tuesday   |          | :30    | \$1,000.00 |       | 6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$1,000.00 |       |  |                           |                         |            |          | 1      |        |
| Line: 6                           |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/08/12                          | Monday    |          | :30    | \$1,000.00 |       | 6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$1,000.00 |       |  |                           |                         |            |          | 1      |        |
| Line: 7                           |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/03/12                          | Wednesday |          | :30    | \$700.00   |       | CBS This Morning (7:00:00 AM-7:30:00 AM      | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$700.00   |       |  |                           |                         |            |          | 1      |        |
| Line: 8                           |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/05/12                          | Friday    |          | :30    | \$700.00   |       | CBS This Morning (7:00:00 AM-7:30:00 AM      | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$700.00   |       |  |                           |                         |            |          | 1      |        |
| Line: 9                           |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/02/12                          | Tuesday   |          | :30    | \$700.00   |       | CBS This Morning (7:30:00 AM-8:00:00 AM      | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$700.00   |       |  |                           |                         |            |          | 1      |        |
| Line: 10                          |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/04/12                          | Thursday  |          | :30    | \$700.00   |       | CBS This Morning (7:30:00 AM-8:00:00 AM      | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$700.00   |       |  |                           |                         |            |          | 1      |        |
| Line: 11                          |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/02/12                          | Tuesday   |          | :30    | \$700.00   |       | CBS This Morning (8:30:00 AM-9:00:00 AM      | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$700.00   |       |  |                           |                         |            |          | 1      |        |
| Line: 12                          |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/03/12                          | Wednesday |          | :30    | \$450.00   |       | M-F 9a-10a 9:00 AM-10:00 AM                  | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |
|                                   |           |          |        | \$450.00   |       |  |                           |                         |            |          | 1      |        |
| Line: 13                          |           |          |        |            |       |  |                           |                         |            |          |        |        |
| 10/08/12                          | Monday    |          | :30    | \$450.00   |       | M-F 10a-11a 10:00 AM-11:00 AM                | PRIORITIES USA ACTIO 1563 | P-2                     |            |          | 1      | MWASH- |

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/02/12-10/08/12



| Date                              | Weekday   | Air Time | Length | Rate       | Ad-ID | Inv. Code (Booked)      | Time Period          | Order Product Description | Estimate # | Priority | Spot # | AE     |
|-----------------------------------|-----------|----------|--------|------------|-------|-------------------------|----------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Priorities USA Action |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| Agency: Mundy Katowitz Media      |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| Station: WKRC-TV                  |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| Order: 54476                      |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| Line: 13                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
|                                   |           |          |        | \$450.00   |       |                         |                      |                           |            |          | 1      |        |
| Line: 14                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/08/12                          | Monday    |          | :30    | \$1,600.00 |       | Local 12 News at Noon   | 12:00 PM-12:30 PM    | PRIORITIES USA ACTIO 1563 |            | P-1      | 1      | MWASH- |
|                                   |           |          |        | \$1,600.00 |       |                         |                      |                           |            |          | 1      |        |
| Line: 15                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/05/12                          | Friday    |          | :30    | \$900.00   |       | Young & the Restless    | 12:30 PM-1:30 PM     | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$900.00   |       |                         |                      |                           |            |          | 1      |        |
| Line: 16                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/08/12                          | Monday    |          | :30    | \$800.00   |       | Bold & the Beautiful    | 1:30 PM-2:00 PM      | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$800.00   |       |                         |                      |                           |            |          | 1      |        |
| Line: 17                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/02/12                          | Tuesday   |          | :30    | \$650.00   |       | The Talk                | 2:00 PM-3:00 PM      | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$650.00   |       |                         |                      |                           |            |          | 1      |        |
| Line: 18                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/03/12                          | Wednesday |          | :30    | \$650.00   |       | Let's Make a Deal       | 3:00 PM-4:00 PM      | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$650.00   |       |                         |                      |                           |            |          | 1      |        |
| Line: 19                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/04/12                          | Thursday  |          | :30    | \$1,600.00 |       | 5p Local 12 News at Fiv | 5:00:00 PM-5:30:00 P | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$1,600.00 |       |                         |                      |                           |            |          | 1      |        |
| Line: 20                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/08/12                          | Monday    |          | :30    | \$1,800.00 |       | 5p Local 12 News at Fiv | 5:30:00 PM-6:00:00 P | PRIORITIES USA ACTIO 1563 |            | P-1      | 1      | MWASH- |
|                                   |           |          |        | \$1,800.00 |       |                         |                      |                           |            |          | 1      |        |
| Line: 21                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/05/12                          | Friday    |          | :30    | \$2,000.00 |       | 6p Local 12 News at Six | 6:00 PM-6:30 PM      | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$2,000.00 |       |                         |                      |                           |            |          | 1      |        |
| Line: 22                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/03/12                          | Wednesday |          | :30    | \$1,400.00 |       | M-F 7p-730p             | 7:00 PM-7:30 PM      | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$1,400.00 |       |                         |                      |                           |            |          | 1      |        |
| Line: 23                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/04/12                          | Thursday  |          | :30    | \$1,400.00 |       | M-F 730p-8p             | 7:30 PM-8:00 PM      | PRIORITIES USA ACTIO 1563 |            | P-3      | 1      | MWASH- |
|                                   |           |          |        | \$1,400.00 |       |                         |                      |                           |            |          | 1      |        |
| Line: 24                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/08/12                          | Monday    |          | :30    | \$850.00   |       | Letterman               | 11:35 PM-12:35 XM    | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$850.00   |       |                         |                      |                           |            |          | 1      |        |
| Line: 25                          |           |          |        |            |       |                         |                      |                           |            |          |        |        |
| 10/05/12                          | Friday    |          | :30    | \$350.00   |       | Late Late Show          | 12:35 XM-1:35 XM     | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$350.00   |       |                         |                      |                           |            |          | 1      |        |

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/02/12-10/08/12



| Date                              | Weekday   | Air Time | Length | Rate        | Ad-ID | Inv. Code (Booked)    | Time Period           | Order Product Descripti   | Estimate # | Priority | Spot # | AE     |
|-----------------------------------|-----------|----------|--------|-------------|-------|-----------------------|-----------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Priorities USA Action |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| Agency: Mundy Katowitz Media      |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| Station: WKRC-TV                  |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| Order: 54476                      |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| Line: 26                          |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| 10/03/12                          | Wednesday |          | :30    | \$250.00    |       | 430-5a News           | 4:30 XM-5:00 XM       | PRIORITIES USA ACTIO 1563 |            | P-1      | 1      | MWASH- |
|                                   |           |          |        | \$250.00    |       |                       |                       |                           |            |          | 1      |        |
| Line: 27                          |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| 10/08/12                          | Monday    |          | :30    | \$250.00    |       | 430-5a News           | 4:30 XM-5:00 XM       | PRIORITIES USA ACTIO 1563 |            | P-1      | 1      | MWASH- |
|                                   |           |          |        | \$250.00    |       |                       |                       |                           |            |          | 1      |        |
| Line: 28                          |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| 10/06/12                          | Saturday  |          | :30    | \$700.00    |       | 6a-8a Local 12 News S | (7:00:00 AM-7:30:00 A | PRIORITIES USA ACTIO 1563 |            | P-1      | 1      | MWASH- |
|                                   |           |          |        | \$700.00    |       |                       |                       |                           |            |          | 1      |        |
| Line: 29                          |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| 10/06/12                          | Saturday  |          | :30    | \$700.00    |       | 6a-8a Local 12 News S | (7:30:00 AM-8:00:00 A | PRIORITIES USA ACTIO 1563 |            | P-1      | 1      | MWASH- |
|                                   |           |          |        | \$700.00    |       |                       |                       |                           |            |          | 1      |        |
| Line: 30                          |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| 10/06/12                          | Saturday  |          | :30    | \$325.00    |       | Sat 105a-205a         | 1:05 XM-2:05 XM       | PRIORITIES USA ACTIO 1563 |            | P-1      | 1      | MWASH- |
|                                   |           |          |        | \$325.00    |       |                       |                       |                           |            |          | 1      |        |
| Line: 31                          |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| 10/07/12                          | Sunday    |          | :30    | \$800.00    |       | Newsmakers            | 11:00 AM-11:30 AM     | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$800.00    |       |                       |                       |                           |            |          | 1      |        |
| Line: 32                          |           |          |        |             |       |                       |                       |                           |            |          |        |        |
| 10/07/12                          | Sunday    |          | :30    | \$1,000.00  |       | 630p Local 12 News Su | 6:30 PM-7:00 PM       | PRIORITIES USA ACTIO 1563 |            | P-2      | 1      | MWASH- |
|                                   |           |          |        | \$1,000.00  |       |                       |                       |                           |            |          | 1      |        |
|                                   |           |          |        | \$28,000.00 |       |                       |                       |                           |            |          | 32     |        |
|                                   |           |          |        | \$28,000.00 |       |                       |                       |                           |            |          | 32     |        |
|                                   |           |          |        | \$28,000.00 |       |                       |                       |                           |            |          | 32     |        |
|                                   |           |          |        | \$28,000.00 |       |                       |                       |                           |            |          | 32     |        |
|                                   |           |          |        | \$28,000.00 |       |                       |                       |                           |            |          | 32     |        |
|                                   |           |          |        | \$28,000.00 |       |                       |                       |                           |            |          | 32     |        |

[Filtered by: ] [Sorted by: Station]